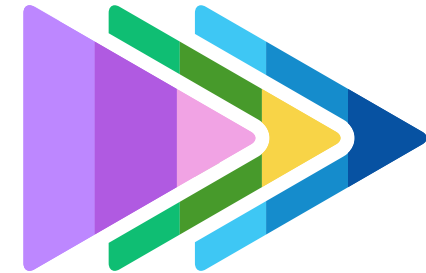


SPRING
FORWARD
calie 2027 ANNUAL
CONFERENCE



Exhibitor & Sponsorship Prospectus

Palm Springs Convention Center | March 18-20, 2027

visit [joincalie.org](https://www.joincalie.org)

At SPRING FORWARD, you'll connect with the educators, leaders, and decision-makers who are setting the standard for how technology is used in schools in California and beyond.

Forward is where you earn the trust that drives adoption.

Why Participate at *FORWARD*?

- ***Access to California's most concentrated education leadership community***
- ***Direct connection with educators who are actively deciding***
- ***Demonstrate solutions in real-time through hands-on workshops***
- ***Build year-round partnerships beyond the conference***
- ***Measurable outcomes, qualified leads and lasting brand visibility***



SPRING FORWARD by the Numbers

3500+
attendees

200+
exhibitors

18,000+
leads captured
in 2026

200+
sessions

46+
years of
educational
technology
leadership



Exhibit Hall Map



■ Endcaps 20x10'
 ■ Standard 8x10'
 ■ Premium 10x10'
 ■ Standard 10x10'
 ■ Visionary 20x20'



Exhibitor Booth Packages

ENDCAP

Premium double-frontage placement at the end of major aisles — ideal for maximum visibility and traffic flow. Features a spacious 20' x 10' footprint with open endcap access and 4 exhibitor staff badges.

Booth Size 20x10
Price \$7,500

STANDARD 8'

A great option for smaller teams or first-time exhibitors looking for a solid presence on the expo floor. This 8' x 10' space includes 2 exhibitor staff badges.

Booth Size 8x10
Price \$2,900

PREMIUM 10'

Preferred locations across the hall near high-interest activations and main aisles. A 10' x 10' booth in a high-traffic premium location with 2 exhibitor staff badges included.

Booth Size 10x10
Price \$3,700

STANDARD 10'

A reliable, full-size footprint with access to the energy of the main expo floor with 2 exhibitor staff badges included.

Booth Size 10x10
Price \$3,200



All booths include pipe & drape, 6' skirted table, 2 chairs, small wastebasket, and booth ID sign.

Sponsorship & Exhibitor Packages

Package	Investment	Booth Space	Key Inclusions
VISIONARY	\$22,000	20x20	Adjacent to the CALIE booth, 18 booth staff, 1 sponsored session, signage, and keynote recognition, pre-event email, 60 drink tickets, app listing
HORIZON	\$18,000	20x10 Endcap	Endcap selection, 10 booth staff, 1 sponsored session, onsite signage recognition, pre-event email, 40 drink tickets, app listing
PROPEL	\$9,000	10x10	Premium 10x10 booth, 6 booth staff, onsite signage recognition, app listing, pre-event email, 20 drink tickets
NONPROFIT / COMMUNITY	Complimentary	8x10	Application required, limited availability, 2 booth staff. Please contact info@joincalie.org for inquiries



Interested in a **Year-Round Partnership?**
Please contact info@joincalie.org for more information.



Add-On Sponsorship Opportunities

Available to any exhibitor or sponsor regardless of package tier, on a first-come, first-served basis.

Opportunity	Investment	Description
Opening Keynote <i>Available: 1</i>	\$18,000	This is where Spring Forward begins! As the Opening Keynote exclusive sponsor, you're a key part of that moment. Included is up to three minutes on stage before the introduction of the speaker, addressing thousands of California educators, instructional leaders, and district administrators in one room. The opening keynote sponsor has the option to provide seat drops and recognition across the event app, signage, and website.
Closing Keynote <i>Available: 1</i>	\$10,000	Send Forward attendees back to their schools, districts, and classrooms with a message that lasts. As the exclusive sponsor, you'll have 3 minutes of stage time, optional seat drops, and recognition across the event app, signage, and website. Please note: this session takes place the morning after the exhibit hall closes and before our final attendee sessions.
Concurrent Session <i>Available: 10</i>	\$3,500	Presenting sponsor of a dedicated concurrent session. Limited quantities available, and the session topic + description requires approval by CALIE. Sessions to be clearly labeled as Sponsored Sessions.



Sponsored Session Room (Thursday)	\$5,000	Exclusive use of the Thursday session room. Logo on all room signage. Sessions to be clearly labeled as Sponsored Sessions.
Sponsored Session Room (Friday)	\$7,000	Exclusive use of the Friday session room — the highest-traffic day. Logo on all room signage. Sessions to be clearly labeled as Sponsored Sessions.
Sponsored Session Room (Saturday)	\$5,000	Exclusive use of the Saturday session room. Logo on all room signage. Sessions to be clearly labeled as Sponsored Sessions.
Event App <i>Available: 1</i>	\$5,000	Presenting sponsor of the official conference mobile app. Push notification access and featured listing.
Conference Registration	\$7,500	Logo on all registration confirmations, badges, and welcome emails.
Lanyard <i>Available: 1</i>	\$6,500	A branded lanyard worn by every attendee.
Sponsored Email <i>Available: unlimited</i>	\$2,800	Dedicated email to the full pre-registered attendee list.
Swag Bag Insert / Item	Contact us	Branded item or insert in the attendee swag bag. Pricing based on the item.





For all sponsorship purchases please email info@joincalie.org with the following information:

- Organization Name
- Organization Billing Address
- Point of Contact Name
- Point of Contact Email Address
- Billing Contact Email Address
- Sponsorship you are interested in

Join us in Palm Springs this March.
Reach us at info@joincalie.org

